

# ***U.S. Army Materiel Command***

***2nd Session, 107th Congress  
AMC Congressional Strategy  
briefing to  
General Paul Kern CG, AMC***



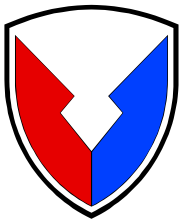


# End State of the Congressional Strategy Briefing



- o CG approve the 2nd Session of the 107th Congress AMC Congressional Strategy and Campaign Plan*
- o AMCLL continue to develop and coordinate AMC Campaign Strategy for AMC Staff and MSC implementation. Maintain accurate information on key Army/AMC/MSCL Legislative Priorities*





# AMC Congressional Mission

*Contact Members of Congress and their staffs, through multiple venues, to gain congressional support for Army /AMC budget, plans, programs and policies.*

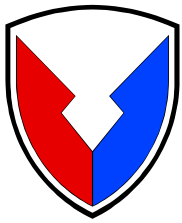
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**Strategic Objective:** Gain congressional support for the Army/AMC Legislative Priorities and the Transformation as the valid path for the Army/AMC into the future.

**Supporting Objectives:**

- Gain congressional approval for the Army/AMC's FY02 reprogramming requests in support of the Army/AMC Vision and Transformation
- Increase AMC visibility on the hill in support of the Army's Priorities (Army Transformation; Readiness; Transforming Our Processes and Organizations)
- Enhance Army Materiel Command - Congressional Relations





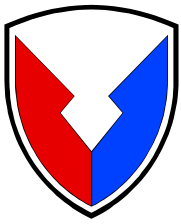
# Army and AMC Linkage



- *CSA is the primary spokesman for strategic issues*
- *CG, AMC is the Army's integrator for Technology Generation/Application; and Logistics Power Projection*
- *OCLL/SAFM-BUL/AMCLL coordinates and optimizes AMC leadership contact with Members of Congress and select staff within bounds of leadership responsibilities to gain support for Army priorities*
- *OCLL/SAFM-BUL/AMCLL shapes the battlefield to max effect of the leadership's time and message*

*If a soldier shoots it, drives it, flies it, wears it, or eats it,  
AMC will provide it as the key integrator for the Army's Transformation!!*

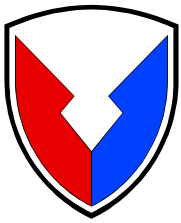




# Objectives

- o Develop/implement a Congressional Strategy leading from the Army/AMC Vision*
- o Develop/implement a clear and consistent Congressional Affairs Campaign plan to support the Strategy*
- o Coordinate with all AMC Headquarters Staff and MSC's to assure synchronization*
- o Obtain support from higher headquarters*
- o Properly train Congressional Affairs and other Key Personnel*
- o Gain and maintain contact -- cultivate contacts and strengthen AMC's Congressional Affairs Network*
- o Coordinate and execute campaign objectives and plan jointly with OCLL/SAFM-BUL*
- o Coordinate laterally and vertically with the DA Secretariat, ARSTAF, Major Commands of the Army, DLA, and the CINC's*





# Strategy

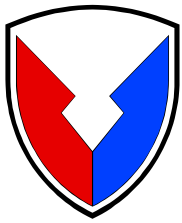


*To ensure adequate Congressional support for Army programs and facilities, AMC will seize the initiative in increasing open lines of communication with Congress.*

*AMC will:*

- o Present its programs as “The Army Programs”*
- o Relate all initiatives to the warfighter*
- o Increase partnering with those whom AMC supports, including; The Reserve Components, DA Staff, TRADOC, FORSCOM, DLA, and the CINCs.*
- o Maintain high visibility with Members and Staff on the Defense Authorization and Defense Appropriation Committees of Congress*
- o Speak with “One Voice” on Capitol Hill*
- o Help All Commanders and Staff develop and execute a plan to support this strategy*

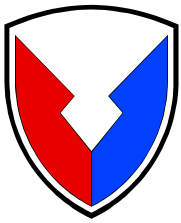




# Rules of Engagement (ROE)

- o Accuracy, integrity, timeliness, and synchronization are everything*
- o Tie all issues to the warfighter*
- o Work with the stakeholders at all levels*
- o ID and develop resources that strengthen performance*
- o Effective contact, tireless effort, rigorous analysis*
- o Interface Congress through the CG's focal point for all Congressional Affairs (AMCLL)*





# The Role of AMC Leadership

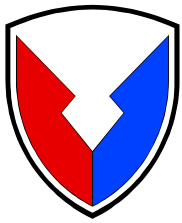


*Recommend CG, DCG, Chief of Staff, PD and Senior Staff of AMC Engage by ...*

*Frequent effective contacts with Members and Key staff:*

- *Recommend -*
  - *Host quarterly briefing/lunch, rotate between House and Senate, on a fixed, published schedule*
  - *Invite Key Members and Staff on trips during recesses and on weekends -- planned and far enough out to facilitate calendars --*
  - *Take advantage of MDW and Congressional events for Congressional contact*
  - *Host informal social events -- no work agenda (e.g. dinners, etc)*
  - *Host formal social events, as appropriate (e.g. holiday receptions)*
  - *CG/DCG/Chief of Staff/PD and Senior Staff - "Drive by's" for key issues and no issues.*





# The Role of AMC Leadership

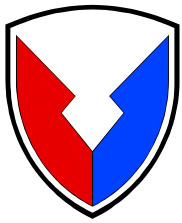
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*Recommend CG, DCG, Chief of Staff, PD and Senior Staff of AMC  
Engage by ...*

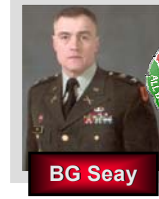
- ***Personally Support & Emphasize importance of AMC-Congressional Interaction:***
  - ***Support GO/SES Congressional Outreach Plan (Outlines contact for AMC Senior Leadership (GO's and SES' to include MSC Commanders, and Installation Commanders))***
  - ***Invite AMCLL representation at Senior Leadership Meetings as appropriate***
  - ***Incorporate Congressional Issues at key AMC Conferences***
  - ***Personally develop and maintain frequent contact with key Congressional/Staff Leadership***





MG Dodgen

# MSCs Leadership Role



BG Seay



MG Thompson



MG McManus



MG Russ



MG Doesburg



MG Scott



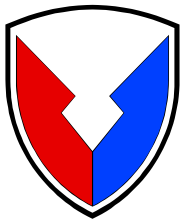
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## MSCs Engage by ...

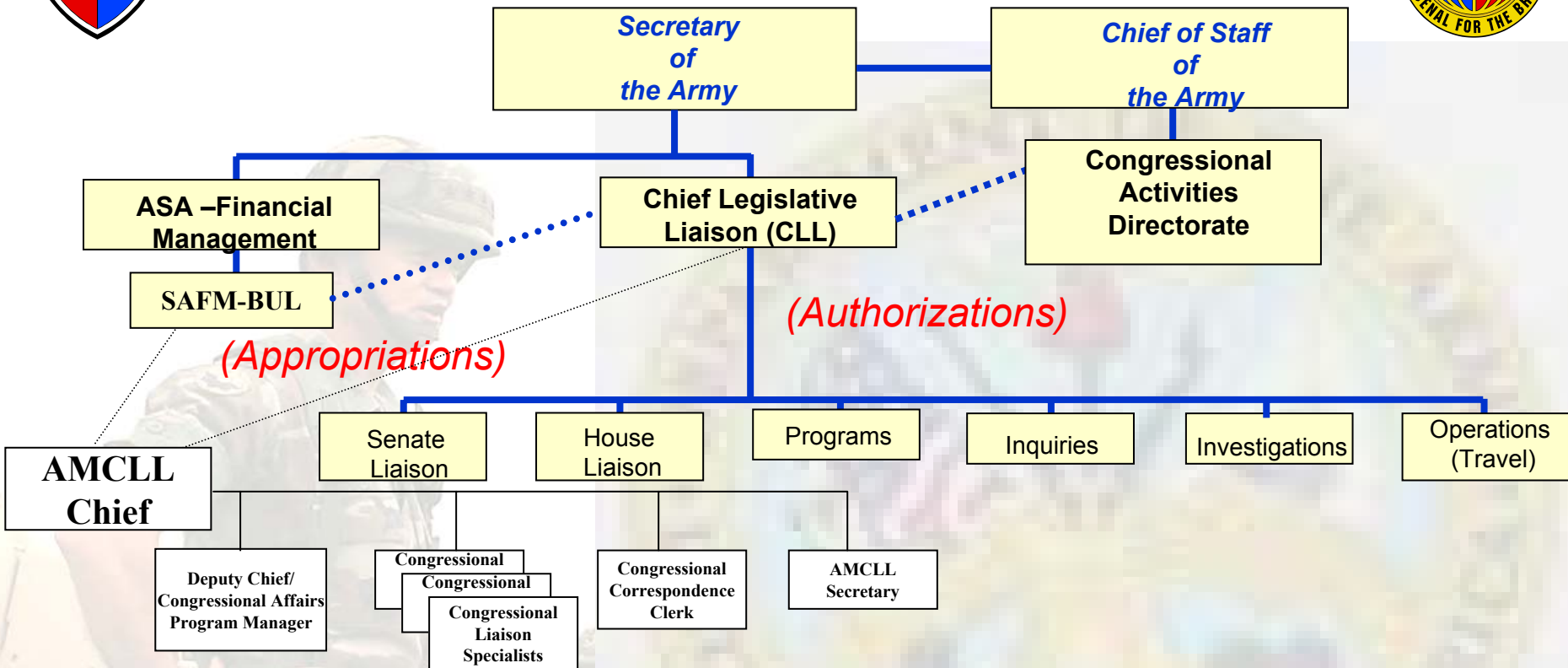
***Personally Supporting & Emphasizing importance of AMC-Congressional Interaction by:***

- ***Developing a Congressional Strategy in sync with the AMC Congressional Strategy***
- ***Developing an MSC list of Top Legislative Issues that are in sync with the AMC Top Legislative Issues***
- ***Supporting the GO/SES Congressional Outreach Plan; schedule time on your calendar to visit Capitol Hill to promote Army and AMC Top Legislative Issues***
- ***Coordinating through proper command channels all legislative and funding proposals to Members of Congress and their staff***
- ***Speaking with "One Voice"***
- ***Informing AMC Senior Leadership of all Congressional Contacts***
- ***Assigning/maintaining responsible experienced individuals as CACOs and CLOs***
- ***Providing information to Congressional Inquiries in a responsive manner***





# *Army Legislative Affairs (OCLL/SAFM-BUL)* *and AMC Legislative Affairs*



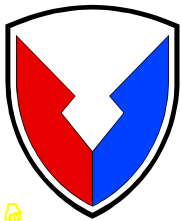
★ Prepare AMC Commanding General for Congressional Testimony, including writing testimony, preparing study books and conducting murder boards as required.

★ Answer written and verbal Congressional inquiries from Members of Congress, staff, Congressional Research Service and the White House

★ Arrange AMC Leadership visits and briefings to Capitol Hill for Members of Congress and staff

★ Serve as primary office of responsibility for AMC Congressional actions





# *AMC Legislative Team*



👉 **VACANT**

*Chief AMC Legislative Liaison*

👉 **Mr. Joe Guzowski**

*Deputy Chief / Congressional Affairs Program Manager  
(Develops AMC Congressional Strategy/Implementation)*

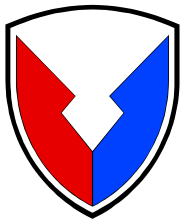
👉 **Mr. Bill Gilhooly, Mrs. Jeanna Tendall, Ms. Sharon Henson,  
Mr. Ernest Nicolson, Congressional Liaison Officers**  
*(Responsibility for AMC inquiries/issues concerning AMC MSCs or  
AMC Installations; AMC MSC account managers)*

👉 **Ms. Susan Boone, Mr. Mike McPherson**  
*(Responsible for formal AMC Congressional inquiries such  
as suspense's, administrative remarks, status reports,  
administrative actions within AMCLL, etc.)*

Responsible For Over:  
40 States  
40 Governors  
80 Senators  
130 Representatives

Phone: (703) 617-8263,  
DSN: 767-8263  
Fax: (703) 617-4722,  
DSN 767-4722





# FY03 AMC Congressional Strategy



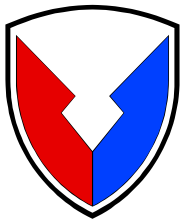
## ***Congressional Strategy***

- ***Three Phases***
  - o ***Phase I - Set the Conditions (November 01 - January 02)***
  - o ***Phase II - Educate and Assess Capitol Hill (January - April 02)***
  - o ***Phase III - Marks thru Passage of the Bills (April - October 02)***

## ***Active Support by Senior AMC Leadership***

- ***Senior AMC Leadership presence on the Hill (Previous Commanders have allocated two (2) half-days per month)***
- ***Planned Events (e.g. CG AMC's Quarterly discussion w/staffers)***
- ***Office calls with limited objectives***
- ***Thank you notes and calls***
- ***Birthday notes to Members of Congress***





# FY03 AMC Congressional Strategy



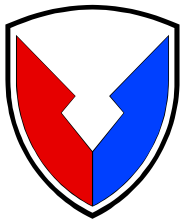
## *Phase I - Set the Conditions (November 01 - January 02)*

- o Develop/finalize “AMC/MSC Top Legislative Priorities”*
- o Designate Battle Captains AMC/MSCs*
- o Establish/maintain relations with key PSMs and Staffers*
- o Continue to facilitate getting the AMC message to Congress*
- o Establish/maintain contact with Members/staff; thank you notes to Members for actions of the 1st Session 107th Congress as appropriate*

## *Phase II - Educate Capitol Hill on AMC/MSC Top Legislative Issues and Assess which programs are at risk. (January - April 02)*

- o Overwatch by Senior AMC Leadership (DCG and CofS)*
- o Battle Captains work AMC /MSC Top Legislative Priorities on Capitol Hill (Speak with One Voice)*
- o Information on Army Budget position, identify programs at risk; provide supporting information; important to support the Army/AMC/MSC Top Legislative Priorities (Issues in synch with PB)*





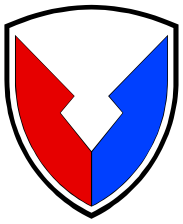
# FY03 AMC Congressional Strategy



## *Phase III - Marks Thru Passage of the Bill (May - Oct 02)*

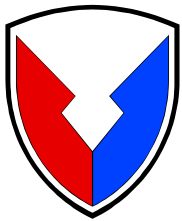
- o Congressional Mark Assessments (Overwatch by Senior AMC Leadership)*
- o Bolster Army/AMC positions in conference; counter arguments opposed to Army/AMC positions*
- o Meetings with Members and Staff by AMC Senior Leadership key to resolving Army/AMC concerns in either House or Senate*
- o Thank Members and staff who supported the Army/AMC, raising future concerns (if necessary), solidifying understanding of the Army/AMC Vision and Transformation*





# FY03 OSD/DA/AMC Congressional Strategy



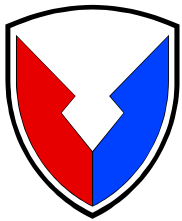


# ***OSD Priorities for FY 03***

## **SECDEF's Intent**

- Fight and win the war against terrorism***
- Defend American people and homeland***
- Maintain high morale and readiness***
- Create the military of the future***
- Streamline and revolutionize the way we operate***



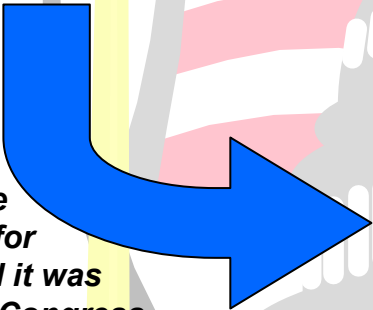


# Congressional Strategy - FY 03



## ASSUMPTIONS

- Pres. Budget will be viewed as adequate/generous - Congressional increases will be marginal
- Congress will pass FY 02 Supplemental
- Congress has limited room for earmarks/adds - will review Army programs closely
- Congress will look at MACOM/FOA realignment through a BRAC and installation resource allocation lens
- Congress will demonstrate impatience - will want to see results from investment
- Army equities still at risk with OSD

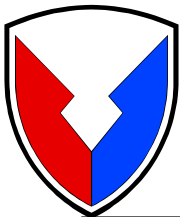


*"Two years ago The Army made a case for transformation, and it was the right decision. Congress invested in Transformation, and it was the right decision. We are delivering on that investment. We are partners in this effort, and we need to move faster!"*

## IMPERATIVES

- Maintain focus on the Vision
- Demonstrate Transformation progress; what we are delivering
- Make the case for Why an Army- - Why this Army
- Assure Supplemental meets Army requirements
- Protect President's Budget to win the War





# Congressional Strategy 03

## Mission

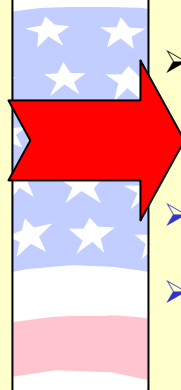
Engage Members of Congress and their staffs, through multiple venues, to gain Congressional support for Army budget, plans, programs and policies.



*"Win the war,  
prepare for the next war, and garner the  
resources to do both of the above."*

### SECDEF's Intent

- Fight and win war against terrorism
- Defend our people and homeland
- Maintain high morale and readiness
- Create the military of the future
- Streamline and revolutionize  
the way we operate



### SA's Intent

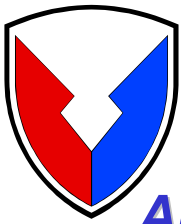
- **People**
  - Maintain support for Army soldiers, civilians, and family members.
- **Readiness**
  - Gain support for training requirements
  - Win the war while focusing on Homeland Security and Force Protection.
- **Transformation**
  - Gain support for the acceleration of Transformation.
- **Build Enterprise Systems to enable seamless global operations**
  - Gain support for Phase I and Phase II Realignment.
  - Gain support for Stationing Initiatives.



### AMC CDR's Intent

- **People**
  - Revitalization of the workforce - Special focus on recruiting.
  - Fund Army Apprenticeship Program and Logistics and Technology Project (LOGTECH)
  - Support/fund the HQAMC relocation to Ft Belvoir (MILCON funding for permanent facility)
- **Readiness**
  - Fund adequately spares, especially aviation
  - Ensure viable ammunition production base funding
  - Fund Army War Reserves
  - Sustainment of ASLs and PLLs
  - Enhance/fund Force Protection
  - Support Homeland Security as Executive Agent for Nuclear Biological and Chemical; and safeguard Industrial Base
- **Transformation**
  - Reorganize/Reform S&T to support Transformation
  - Increase efficiency of the Army Industrial Base
  - Matrix support to PEOs/PMs
  - Execute AMC Vision/Strategic Plan
  - Recapitalization of the Legacy Systems
- **Build Enterprise Systems to enable seamless global operations**
  - Support enterprise management modernization
  - Support Army Realignments





## ***Army Recommended Senior Leader Focus and Engagement***

### **People**

- Maintain support for Army soldiers, civilians, and family members
  - Make case for additional end strength - set conditions for 04-09 POM requirement
  - Gain full support (PB) for family housing and expanded RCI

### **Readiness**

- Gain full support for training requirements
- Win the war while focusing on homeland security and force protection
  - Assure Supplemental funds Army requirements

### **Transformation**

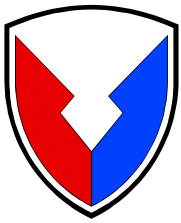
- Gain support for the acceleration of Transformation
  - Gain support for recapitalization and acquisition by unit sets
  - Gain full funding (PB) for Army Prioritized Recapitalization Plan (17 centrally managed systems)
  - Maintain full funding (PB) for Procurement of: Comanche, Crusader, FCS, IBCTs, Digitization
  - Maintain full support (PB) and avoid restrictive language for Aviation Modernization Plan
  - Gain support for a 7th IBCT in Europe
  - Achieve additional funding for FCS, should additional funding be available (reduce risk)
  - Defend 18 Program cuts included in FY 03 Budget

### **Build Enterprise Systems to enable seamless global operations**

- Gain support for Army and Army Headquarters Realignment
- Gain support for Stationing Initiatives
  - Prevent restrictive language for Phase I and II realignment
  - Gain support for centralized installation management plan

TWELVE SUPPORTING  
OBJECTIVES THAT  
MERIT SENIOR LEADER  
INVOLVEMENT



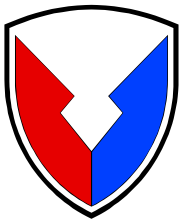


# AMC 1st Quarter FY02 Actions

## Key Tasks:

- \* *Establish/maintain relations with key PSMs and Staffers on the (SASC/HASC/SAC-D/HAC-D)*
- \* *Thank Key Members of Congress for their support to AMC*
- \* *Continue to facilitate getting the AMC message to Congress*
- \* *Invite Staffers/Members of Congress to AUSA display (Postponed)*
- \* *Encourage Staffers to attend the AUSA Staffer Breakfast (Postponed)*
- \* *CG, AMC travel with Members of Congress (TBD)*
- \* *AMC Top Legislative Priorities coordinated in synch with the Army Top Legislative Priorities*



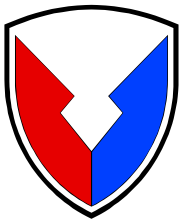


# AMC 2nd Quarter FY02 Actions

## Key Tasks:

- \* *Continue to establish/maintain relations with key PSMs and Staffers on the (SASC/HASC/SAC-D/HAC-D)*
- \* *Continue to facilitate getting the AMC message to Congress*
- \* *Invite Staffers/Members of Congress to AUSA FL Symposium (27 Feb - 1 Mar.)*
- \* *Encourage Staffers to attend the CG, AMC Quarterly Discussion (25 Feb.)*
- \* *CG, AMC travel with Members of Congress (TBD)*
- \* *AMC Top Legislative Priorities coordinated in synch with the Army Top Legislative Priorities (Awaiting approval)*
- \* *Identify key UFRs to the Army to ensure AMC's needs are known*

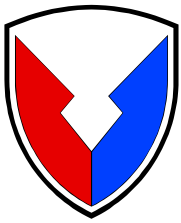




# Summary

- ✧ *The Congressional Implementation Plan facilitates a timely start for the 2nd Session of the 107th Congress*
- ✧ *The plan facilitates a message to the hill, and speaking with one voice throughout AMC*
- ✧ *The plan is a bridge that links the 1st Session and 2nd Session of the 107th Congress*
- ✧ *The plan maximizes available resources and time available*
- ✧ *The plan facilitates an outreach for AMC to tell its story on Capitol Hill*



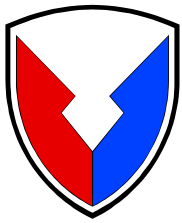


# Final Points



- *What you can expect from us, AMCLL:*
  - *We are working the Top Army Priorities for 2001*
  - *Issues coming from the Hill*
  - *Congressional Member and staffer trips*
  - *Assistance in preparing for any Member and staffer meetings here in Wash D.C.*
- *How you can help us - please*
  - *Give consideration to timing of planned Member and staff meetings when scheduling to go to the Hill*
  - *Help emphasize the Army/AMC priorities within your “lanes” and expertise, for example:*
    - *AMC seeks support for Recapitalization*
    - *Direct funding for Depots and Arsenals*
    - *funding for the Army Apprenticeship Program; LOGTECH and other key personnel programs*





# Recommendations

- o CG approve the AMC Congressional Strategy and Campaign Plan*
- o AMCLL update AMC Campaign Strategy Book information on the AMCLL web page for AMC Staff and MSC implementation.*
- o Coordinate/synchronize FY03 AMC Top Legislative Priorities with the Army Top Legislative Priorities; maintain information on key FY03 MSC Legislative Priorities*

